

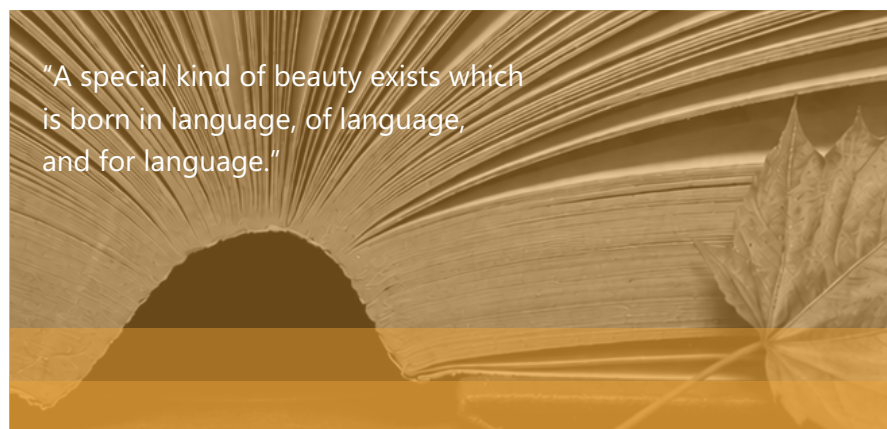


**VOLUME 9, SEPTEMBER 2026**

ISSN: 3060-4958



"A special kind of beauty exists which  
is born in language, of language,  
and for language."



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## Semantic reconfiguration of English technology terms in contemporary Uzbek online media

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*This article examines how English technology terms are semantically reconfigured in contemporary Uzbek online media. The study does not treat borrowing as a simple transfer of stable dictionary meanings; instead, it focuses on how media context selects, narrows, broadens, or metaphorically extends technological senses after they enter Uzbek discourse. A qualitative sample of ten Uzbek-language media texts published by Spot and O'zA between 2024 and 2026 is analyzed. Particular attention is paid to platforma, ilova, bulut, startup, bot, model, and trafik. The analysis distinguishes direct lexical borrowing from semantic calquing and local reweighting of an already polysemous English term. The findings show that Uzbek media often institutionalizes technological vocabulary by linking it to public services, education, fintech, artificial intelligence, and platform-based communication. The most visible changes involve metaphorical extension, domain-specific narrowing, and a shift from concrete technical reference to broader service or project meanings.*

**Keywords**

*Semantic shift, technology terms, Uzbek online media, English borrowings, semantic calque, digital discourse*

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## Zamonaviy o'zbek onlayn mediasida inglizcha texnologik terminlarning semantik qayta shakllanishi

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O'zbekiston davlat jahon tillari universiteti***Annotatsiya**

*Ushbu maqolada zamonaviy o'zbek onlayn mediasida inglizcha texnologik terminlarning semantik jihatdan qayta shakllanishi tahlil qilinadi. Tadqiqot o'zlashmani tayyor lug'aviy ma'noning oddiy ko'chishi sifatida emas, balki media konteksti ta'sirida texnologik ma'noning tanlanishi, torayishi, kengayishi yoki metaforik tarzda rivojlanishi jarayoni sifatida talqin qiladi. Material sifatida 2024-2026-yillarda Spot va O'zA nashrlarida e'lon qilingan o'nta o'zbek tilidagi media matni tanlandi. Platforma, ilova, bulut, startup, bot, model va trafik birliklariga alohida e'tibor qaratildi. Tahlilda bevosita leksik o'zlashma semantik kalka hamda ko'p ma'noli inglizcha terminning mahalliy diskursdagi ma'no markazi o'zgarishidan farqlanadi. Natijalar o'zbek mediasida texnologik leksika davlat xizmatlari, ta'lim, moliya, sun'iy intellekt va platformaviy kommunikatsiya bilan bog'lanib, institutsional ma'no kasb etishini ko'rsatadi.*

**Kalit so'zlar**

*Semantik siljish, texnologik terminlar, o'zbek onlayn mediasi, inglizcha o'zlashmalar, semantik kalka, raqamli diskurs*

## **Семантическая реконфигурация англоязычных технологических терминов в современных узбекских онлайн-медиа**

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- Аннотация** *В статье рассматривается семантическая реконфигурация англоязычных технологических терминов в современных узбекских онлайн-медиа. Заимствование понимается не как механический перенос устойчивого словарного значения, а как процесс отбора, сужения, расширения или метафорического развития технологического смысла под воздействием медиаконтекста. Материал исследования составили десять узбекоязычных публикаций Spot и УзА, вышедших в 2024-2026 гг. Особое внимание уделяется единицам platforma, ilova, bulut, startup, bot, model u trafik. В анализе разграничиваются прямое лексическое заимствование, семантическое калькирование и локальное перераспределение значений уже полисемичного английского термина. Результаты показывают, что в узбекском медиадискурсе технологическая лексика часто приобретает институционализированное значение, связываясь с государственными услугами, образованием, финансовыми технологиями, искусственным интеллектом и платформенной коммуникацией. Наиболее заметными процессами являются метафорическое расширение, предметно-сферное сужение и переход от узкотехнической референции к более широким значениям сервиса, системы или проекта.*
- Ключевые слова** *Семантический сдвиг, технологические термины, узбекские онлайн-медиа, английские заимствования, семантическая калька, цифровой дискурс*

### **Introduction**

English has become the principal donor language for much of the vocabulary associated with software, artificial intelligence, digital services, online communication, and start-up culture. In Uzbek, this influence is visible not only in direct forms such as startup, bot, platforma, and data-markaz, but also in semantic calques in which an existing Uzbek word acquires a new technological sense under the influence of English. The lexical consequences of this process are especially visible in online media because newsrooms have to name new technologies quickly, often before terminological standardization is complete.

Borrowing, however, is not limited to form. A recipient language may preserve the source meaning, select only one sense from a polysemous word, expand the referential range of a borrowed item, or reproduce a metaphorical model with native material. Haugen (1950) already distinguished the importation of linguistic material from substitution processes, while later contact-linguistic work emphasized that borrowed items are reorganized by the semantic and grammatical system of the recipient language (Haspelmath, 2009; Matras, 2009). For media language, this reorganization is particularly important because repeated journalistic use can stabilize a specialized meaning and make it

available beyond the original professional community.

Recent research on Uzbek confirms the growing importance of English-origin vocabulary in digital communication. Polvannazirova (2025) demonstrates that online environments accelerate lexical innovation and records semantic extension alongside phonological and morphological adaptation. Chorieva and Dalieva (2026) show that Uzbek mass media increasingly treats English loanwords as productive material rather than as isolated imports, while Rahmatulloeva (2026) documents the everyday integration of computer terminology in multilingual communication. The present study narrows this broader problem to semantic reconfiguration in media uses of technology vocabulary.

The aim of the article is to identify recurrent types of semantic change affecting English technological terms and English-induced technological meanings in Uzbek online media. The study asks three questions: which terms retain a relatively stable technical meaning; which terms undergo narrowing, broadening, or contextual reweighting; and which meanings enter Uzbek through semantic calquing rather than direct lexical borrowing.

### **Theoretical framework**

For the purposes of this study, semantic shift is used in a broad contact-linguistic sense to include changes in the relative prominence, scope, and discourse function of a meaning after a lexical item or conceptual model enters the recipient language. This does not imply that every media use constitutes a new dictionary sense. Some cases are better described as semantic reweighting: Uzbek media gives one English sense much greater frequency or institutional salience than competing senses. This distinction is necessary because several English technology terms are already polysemous before borrowing.

Three processes are central. Semantic narrowing occurs when a borrowed item is used in a more restricted domain than its English source. Semantic broadening occurs

when a term extends from a specific technical object to a wider service, project, or institutional meaning. Semantic calquing occurs when a native word acquires a new sense patterned on an English model. The last process is particularly important for terms such as *bulut* and *ilova* because the technological sense is expressed with Uzbek lexical material rather than by importing the English phonological form.

The analysis also takes account of media pragmatics. Online journalism tends to privilege lexical economy, recognizability, and rapid uptake. A term that is technically precise in specialist English may be used more loosely in public-facing Uzbek discourse if the broader use is communicatively efficient. Repetition in headlines and explanatory passages can then normalize that broader interpretation. In this sense, semantic change is shaped not only by interlingual contact but also by genre.

### **Material and Methods**

The empirical material consists of ten purposively selected Uzbek-language media texts published by Spot and O'zA between October 2024 and May 2026. The sample includes reports on artificial intelligence, public digital services, start-ups, data centers, Telegram functions, mobile applications, transport analytics, and telecommunications. The sources were selected because they contain recurrent technology vocabulary in naturally occurring public discourse rather than in terminological lists or teaching materials.

The analysis is qualitative and does not claim statistical representativeness. Each occurrence was compared with the established English technological sense and with other uses of the same item in the Uzbek sample. The procedure involved four steps: identifying the lexical item or semantic calque; determining the technological sense activated in context; comparing its referential range with the source-language term; and classifying the result as retention, narrowing, broadening, metaphorical extension, or discourse-driven

semantic reweighting. Context was treated as decisive because the same form may activate different senses in different media domains.

### **Semantic reconfiguration in Uzbek media**

The first recurrent item is platforma. In English computing, platform may denote the hardware-software environment on which applications run, but in contemporary digital discourse it also refers to online services and intermediating systems. Uzbek media strongly favors the latter institutional sense. Spot describes an AI Maktab platformasi through which participants can study a range of digital professions, and another report refers to a platforma that will register proposals on new terminology and maintain an electronic register (Spot, 2025e; Spot, 2025f). In these contexts platforma is not a technical base layer but an organized service environment. The Uzbek media use therefore reflects semantic reweighting toward the service-system meaning and, in some cases, broadening toward an institutional project.

The item ilova illustrates a different mechanism. The Uzbek word traditionally denotes an addition or appendix, yet digital media uses mobil ilova for software installed on a mobile device. O'zA reports the introduction of a new mobil ilova within a digitized customs and public-service environment (O'zA, 2025). The technological sense is transparently related to English application/app but is expressed through an existing Uzbek lexeme. This is a semantic calque: the form is native, while the additional technological sense follows an internationally circulating conceptual model. Once conventionalized, the digital meaning of ilova no longer requires explanation for ordinary media readers.

Bulut provides an even clearer case of metaphorical semantic calquing. In ordinary Uzbek, bulut denotes a cloud in the meteorological sense. Technology reporting now uses bulutli platforma and bulutli

texnologiyalar for cloud computing. Spot reported plans for a national bulutli platforma and new data centers, and subsequent reporting uses bulutli infrastructure in the same digital sense (Spot, 2025a; Spot, 2025c). The metaphor maps remote, distributed computing resources onto the source-domain image of a cloud. The lexical material is Uzbek, but the technological conceptualization follows the global English cloud metaphor.

Startup shows how an English loanword can be institutionally broadened in Uzbek media. English startup typically denotes a newly established company, especially one designed for rapid growth. Uzbek reporting often preserves that sense, but it also applies startup to innovation projects, ideas, educational spaces, and organized initiatives. O'zA refers to startup g'oyalar in educational discourse, while Spot discusses local startaplari alongside AI projects and later reports proposals for startup rooms in schools (O'zA, 2024; Spot, 2025f). In these contexts the word may denote not only an incorporated young company but also a project-like innovation activity. The result is a broader institutional meaning centered on innovation rather than company status alone.

Bot displays the opposite tendency. In English, bot is a broad label for an automated software agent and can occur in search, gaming, social media, customer service, and malicious automation. Uzbek online media frequently anchors the term to messaging environments, especially Telegram. Spot describes AI botlar that can be invoked in chats, while O'zA uses telegram bot for an automated communication channel (Spot, 2026a; O'zA, 2024). This recurrent collocation narrows the everyday media prototype of bot toward a messaging-based automated agent. The wider technical meaning remains possible, but the Telegram context becomes especially salient.

Model is semantically more complex because the English source is highly polysemous. In AI discourse, model denotes a

trained computational system, yet Uzbek public media also uses *milliy model* for a broader national technological initiative. Spot reports plans for a *milliy sun'iy intellekt modeli* and discusses what such a model should mean for Uzbekistan (Spot, 2025a). Here the term may oscillate between a technical machine-learning object and a nationally organized AI capability. This creates discourse-driven semantic abstraction: a specialist term is extended upward to denote an institutional technological project whose technical boundaries are not always specified.

Trafik demonstrates how borrowing may import a polysemous structure but distribute its senses differently across domains. In telecommunications reporting, *internet-trafik* refers to the volume or flow of data available to a subscriber (Spot, 2025b). In aviation business discourse, *trafik* can denote passenger flow and route demand (Spot, 2025g). Both meanings

are compatible with English traffic, but Uzbek media marks them through domain-specific collocations. Rather than a single shift, the result is semantic bifurcation in which one borrowed form becomes a compact label for different measurable flows.

Not every English-origin technology term in the sample undergoes a major semantic change. *Data-markaz*, for example, closely reproduces the reference of English data center, while *dron* remains a relatively stable label for an unmanned aerial vehicle in reports on infrastructure monitoring (Spot, 2025c; Spot, 2025d). These stable cases are analytically useful because they show that lexical borrowing and semantic shift are independent dimensions. A word may be formally innovative yet semantically conservative, whereas a native-looking word such as *bulut* or *ilova* may undergo substantial semantic extension under English influence.

| Item in Uzbek media | Typical media context                             | Semantic process                  | Interpretive result                                              |
|---------------------|---------------------------------------------------|-----------------------------------|------------------------------------------------------------------|
| platforma           | AI school, public-service and terminology systems | semantic reweighting / broadening | digital service or institutional system                          |
| ilova               | mobil ilova in digital public services            | semantic calque                   | native word gains the software application sense                 |
| bulut               | bulutli platforma, bulutli texnologiyalar         | metaphorical semantic calque      | meteorological noun develops cloud-computing sense               |
| startup             | startup g'oya, local startup, startup room        | institutional broadening          | innovation project or initiative, not only a new company         |
| bot                 | Telegram and AI botlar                            | domain narrowing                  | messaging-based automated agent becomes the salient prototype    |
| model               | milliy sun'iy intellekt modeli                    | terminological abstraction        | technical AI model extends toward national AI capability/project |
| trafik              | internet-trafik and passenger trafik              | semantic bifurcation              | one form labels different measurable flows by domain             |

**Table 1.** *Semantic reconfiguration patterns in selected English-influenced technology terms in Uzbek online media.*

### Discussion

The material shows that semantic adaptation in Uzbek technology discourse is not reducible to a single movement from English meaning to Uzbek meaning. At least four patterns coexist. First, direct borrowings such as *data-markaz* may preserve a relatively stable technical reference. Second, loanwords such as *bot* may become prototypically associated with a narrower local domain. Third, items such as *startup* and *platforma* may expand toward institutional meanings that are particularly useful in educational, governmental, and innovation discourse. Fourth, semantic calques such as *ilova* and *bulut* demonstrate that English influence can reshape Uzbek semantics even when no English form is visibly borrowed.

This pattern supports the view that online communication accelerates lexical normalization. Polvannazirova (2025) notes the role of social media and online corpora in the spread of English-derived neologisms, while Chorieva and Dalieva (2026) emphasize increasing morphological and pragmatic productivity in Uzbek mass media. The present findings add that the semantic dimension is equally important: once a technology term becomes frequent, its meaning is adjusted to the institutional and communicative needs of Uzbek-language journalism.

The findings also have implications for translation and lexicography. A translator cannot assume that formal identity guarantees semantic identity. *Platforma* in a public-service report may be better interpreted as service system or digital environment than as computing platform in the narrow technical sense. *Startup* may refer to a project idea rather than an incorporated company. Conversely, a word such as *ilova* looks entirely Uzbek but carries an English-induced software meaning. Lexicographic description therefore needs to record source-domain information, current

media collocations, and domain-specific senses rather than merely listing an English equivalent.

Terminological policy faces a related challenge. Direct borrowing, hybrid formation, and semantic calquing can all be functional. The relevant question is whether the selected form is stable, transparent, and sufficiently precise for the target domain. Media language contributes to this stabilization because repeated use creates expectations among readers. At the same time, loose institutional uses of technical vocabulary can blur distinctions that matter in specialist contexts. The task is therefore not to eliminate borrowings but to distinguish productive adaptation from terminological ambiguity.

### Conclusion

The analysis of selected Uzbek online media texts shows that English technological vocabulary undergoes several types of semantic reconfiguration after entering public discourse. *Platforma* is strongly reweighted toward the meaning of an organized digital service or institutional system; *ilova* and *bulut* illustrate semantic calquing; *startup* is broadened toward innovation projects and initiatives; *bot* is prototypically narrowed toward messaging automation; *model* may move from a technical AI object to a wider national technological project; and *trafik* develops clearly differentiated domain-specific senses.

These cases demonstrate that semantic change can occur with or without visible lexical borrowing. The most important factor is not the foreign form itself but the interaction between global technological concepts and the communicative needs of Uzbek media. Further research should expand the corpus, compare media outlets systematically, and trace individual terms diachronically in order to determine when contextual reweighting becomes a stable dictionary meaning.

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